

CLUB BENSON & HEDGES

TIMELINE

3/27-4/2

GMR

- ✓ Finalization of two Dallas opportunities (requires immediate discussion)
- ✓ Security procured
- ✓ Diverse quote for remodeled kiosk forwarded to PM
- ✓ Preliminary layouts for Houston International Festival and Westheimer Colony Festival
- ✓ Procure outdoor carpeting – fire retardant
- ✓ Scheduling of training - April 4 & April 5 from 6-9pm
~~split session to maximize attention/retention and allow for maximum attendance~~
- ✓ Uniform procurement
- ✓ Band identification and selection
- ✓ Finalization of coupon information with LBCo
- ✓ Revised timelines to PM
- ✓ On-going, in-depth market research in CA, FL, St. Louis and Atlanta
 - event schedules
 - site checks
 - coupons TBD in conjunction with finalization of event schedules
- ✓ Tentative schedules to PM for major event approval in CA, FL, St. Louis and Atlanta

Due 4/5

- ✓ Training document
- ✓ Finalization of event agreements
- ✓ Finalize catering arrangements - dry foods at Ind'l
- ✓ Materials arrive in Houston from PM and GMR
- ✓ Support vehicle arrives in Houston (Sunday)

on bus? *Revised '95 Budget* *Revised Materials requirements/mtd*

PHILIP MORRIS

New

- ✓ LBCo → Coupon folders & coupons arrive in Houston
- ✓ Decision regarding new kiosk required 3/29 to meet Houston deadline
- ✓ Legal → Resolution of sampling issues in Houston
- ✓ Information regarding "satellite" kiosk
 - construction, budget, delivery, etc.

2040575813

GMR MARKETING- 3/29/95

CLUB BENSON & HEDGES

TIMELINE (CONT.)

4/3-4/9

GMR

- Preferred schedules for CA, FL, St. Louis, and Atlanta due by 4/5 for preliminary approval
- Budget revision due by 4/5
- Permanent personnel arrive in Houston 4/2/95
- Video revision
- Staff training 4/4 and 4/5
- Re-stuffing of Tampa coupon folders (if arrive)
- All materials have arrived in market from GMR
- Inspection of all materials/warehouse finalized - *notify PM of missed deliveries*
- Houston events begin 4/8 (set-up 4/7) *by 4/5*

PHILIP MORRIS

? LBCo

- Folders & coupons arrive in Houston
- All materials have arrived in market from PM *(Maria)*

4/10-4/16

GMR

- Houston events continue
- Finalize event schedule in CA

PHILIP MORRIS

✓ • Final market approval

4/17-4/23

GMR

Finalize market

- Houston events continue
- Identify and initiate contact with warehousing facilities, sampling agencies, catering companies, security firms, coupon participants and entertainment sources - ongoing - to be revised by market *(CA)*
- Collect bids from various agencies/vendors in CA
- Begin final site-checks in CA
- Begin contract finalization for CA

2040575814

GMR MARKETING- 3/29/95

CLUB BENSON & HEDGES

TIMELINE (CONT.)

4/24-4/30

GMR

- Houston events continue
- Develop transportation schedule for bus and support vehicle to CA
- Review and select CA sampling agency and catering company

5/1-5/7

GMR

- Houston events continue
- Preliminary site layouts for CA developed

5/8-5/14

GMR

- Close-out Houston warehouse
- Site layouts and contract finalized for CA

5/15-5/21

GMR

- Secure warehouse space in CA
- Develop security and band schedule for CA
- Begin transportation of bus and support vehicle to CA

2040575815

GMR MARKETING- 3/29/95